

**Full Committee Markup
Opening Statement
Of
Mr. Lee Terry
HR 4550, the Travel Promotion, Enhancement, and Modernization Act
July 14, 2014**

Thank you, Mr. Chairman.

I was pleased to report HR 4550, the Travel Promotion, Enhancement, and Modernization Act, out of my subcommittee last week.

- I thank Congressman Bilirakis for his hard work not only in crafting a smart bill with appropriate reforms, but also gaining bipartisan support.

Now, Orlando and California are known worldwide for tourist attractions like Disney Land, Hollywood and Disney World.

But the travel industry is a huge economic driver across the rest of the nation as well.

The TPA matches \$100 million in fees from foreign travelers with \$100 million in contributions from the industry to invest in advertising abroad.

In 2013 alone, Brand USA generated 1.1 million visitors to the U.S., who spent \$3.4 billion and supported 53,181 U.S. jobs.

- And that's why the legislation passed by 22 to 0—HR 4550 is a jobs bill.

Thanks to TPA and Brand USA, travel agents from abroad can educate their clients on Nebraska's many popular attractions, including:

- Omaha's Henry Doorly Zoo and Aquarium, the top ranked zoo in the nation
- The migration of the Sandhill cranes—a truly remarkable and unique sight, and a favorite of eco-tourists
- The Strategic Air & Space Museum, which houses a retired SR-71, a B-52 Stratofortress, and several other historic aircraft

Nebraska alone has seen \$4.4 billion spent and 44,275 jobs supported throughout the life of Brand USA.

And with HR 4550, there are new transparency requirements and performance metrics to ensure Brand USA is run efficiently.

I am also pleased that the legislation makes contributions to Brand USA voluntary rather than compulsory.

Conservative publications such as RedState have picked up on these changes and recognize the reforms as critical to the success of travel promotion.

I thank Mr. Bilirakis and Mr. Welch for their hard work in drafting HR 4550 and for gathering so many supporters.

- I was fortunate to be able to report the bill out of my subcommittee so that Nebraska can continue to benefit from Brand USA.

I look forward to reporting the bill out of the full committee tomorrow.